President’s Letter –

To Our RIMA-I Members,

I hope that this letter finds you and your family safe and healthy. As you know, we cancelled our fall meeting in Orlando following the ASTM meetings cancelation because of the high impact of COVID19 disease in the area. The Board decided to cancel mainly to protect the health of all our members. We will return to our personal meetings once we ensure that we will be safe to travel.

Besides the global situation, RIMA-I will continue with courage and passion, developing actions to maintain our industry on top of the market trends. With that said, our Executive Director, Mary Edmondson, will be in contact with all the committee chairs, to set up Zoom meetings, to achieve and propose to the board a plan for 2021 and the budget required to develop those plans. Also, before the end of 2020, we have two retiring board positions. Elections must be done before the end of the year, so the floor is now open for nominations.

We are very positive that we will meet in person again in our Spring meeting in Kansas. We will keep you updated on how decisions will be driven. We understand the world is in a very difficult situation; however, this brings the best from all of us, and we encourage everyone of you to keep supporting RIMA-I with all your creativity and knowledge. We need you more than ever before, and together we will be stronger when all this is over, hopefully very soon.

Thank you for your attention, and we appreciate very much your time and contribution to RIMA-I. Best regards-

Sergio Luconi

Retiring Board Directors

At the end of 2020, two Board of Director positions will expire, and elections to fill those positions will be held at, or directly after, the fall meetings via Zoom. We would like to take this opportunity to thank these two individuals for their contribution to the association, membership and to the industry. Both have served for many years in various leadership roles within RIMA International; and their willingness to help steer the direction of the association for the benefit of each member is invaluable. Their voluntary act of service is greatly appreciated and is a key factor in the ongoing growth and development of the reflective products industry. Thank you!

Nominations Welcome

With the retirement of two Directors from the Board, we will hold elections to fill those positions for a two-year term (beginning January 1, 2021 through December 31, 2022). If you would be willing to serve or would like to nominate someone for consideration on the ballot, please forward those nominees to the RIMA-I office now atrima@rima.net. Elections will be held at or immediately following our fall Membership Meeting. Thank you!
In Memory of our Friend Robert (Bob) Aresty

After looking back through my files since I’ve been with RIMA International, Bob has always been here. He’s supported RIMA-I for decades and was always making sure the IRC products were represented and properly so. He always supported the work the association was doing on behalf of the entire industry; and he was quick to offer Guido to help out in areas where we may encounter some push back.

Bob was born in Chicago and grew up in Trenton. He was the founder and president of Solar Energy Corp., known as Solec, a manufacturer of energy-efficient building materials based in Ewing. Active in national solar energy organizations, he was a passionate advocate for energy efficiency. He was a graduate of the Lawrenceville School and the Wharton School of the University of Pennsylvania, where he endowed the Aresty Scholars program to provide financial support for undergraduates and was a member of the Sigma Alpha Mu fraternity. Among his many interests, he enjoyed spending time on his boat in Loveladies on the Jersey shore, driving Corvettes, skiing, and attending the opera.


Please Welcome Guest Speaker Hamed Saber

RIMA International is pleased to welcome guest speaker Dr. Hamed Saber to our Membership meeting for 2020. Dr. Saber presented at our I-RIM Conference in London in 2014, and we are looking forward to hearing about his latest research.

Dr. Saber has been conducting computer simulations of the thermal performance of enclosed reflective air spaces for several years. One output of Hamid’s work is a computer tool for quickly calculating the R-value of a reflective airspace. The computer tool provides reflective insulation assembly R-values for any heat-flow direction, effective emittance and bounding temperatures. The impact of the reflective air-space dimensions on thermal performance is included in the calculations. Dr. Saber will discuss and demonstrate the reflective insulation computer tool for RIMA-I members, so be sure to join us at Noon (CST) Thursday, November 5th for his full presentation, which precedes the fall RIMA-I Membership Meeting immediately following.

RIMA International extends a BIG THANK YOU to ALL our members for their involvement, dedication and support. We know each member contributes and is vital to this association playing an important role in advancing this industry. We would not exist without you, and you are greatly appreciated!
Although the future of on-site meetings is still very much a question mark due to the pandemic, the Board is looking ahead with positive hopes for 2021. The ASTM C16 meetings are scheduled for Toronto, Canada next April; however, RIMA-I will be breaking away from C16 and meeting in Kansas City – the home of Chiefs Kingdom the 2020 Superbowl champs! The venue is yet to be determined as we don’t want to rush and end up making contract changes again; so, if there is an area of the city that would be of interest to you, please share your thoughts. Some areas being considered include:

Downtown/Power & Light District - [https://www.powerandlightdistrict.com/](https://www.powerandlightdistrict.com/)

The Kansas City Power & Light District is a dining, shopping, office and entertainment district in Downtown Kansas City, Missouri, developed by The Cordish Companies of Baltimore, Maryland, and designed by Beyer Blinder Belle and 360 Architecture.

Union Station/Liberty Memorial-WW2 Museum - [https://www.unionstation.org/](https://www.unionstation.org/) • [https://www.theworldwar.org/](https://www.theworldwar.org/)

The 100-year-old Union Station is a hub of culture, education, and entertainment. Visit traveling national exhibits, 3D movies on the Extreme Screen, or explore our world in Science City, or enjoy a cup of coffee or a special meal in this beautiful, historic building. It is located near the Liberty Memorial as well as the National World War 2 Museum.

The Country Club Plaza - [https://countryclubplaza.com/](https://countryclubplaza.com/)

The Country Club Plaza (often called The Plaza) is a privately-owned upscale regional dining and shopping center in the Country Club District of Kansas City, Missouri. Opened in 1923, it was the first planned suburban shopping center and the first regional shopping center to accommodate shoppers arriving by car.

There are many other areas of the city to explore as well, so take a look at [https://www.visitkc.com/](https://www.visitkc.com/) and forward any ideas to the RIMA-I office no later than November 1, 2020. All ideas are welcome!

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**COMMITTEE UPDATES**

**STRATEGIC ALLIANCE** – The committee held a Zoom meeting this month with EkoTrope and Cy Kilbourne to discuss their current software as well as see a short presentation on the recent work by the University of Tennessee Dr. William Miller. The discussion was mutually beneficial as an early step to updating the National Energy Rating Software for Attic Radiant Barriers and IRCC’s.

**PR/MARKETING/MEMBERSHIP** – The committee is working with the PPAC on gathering a list of manufacturers to do industry data collections. Members have also recently been contacted to forward contact information for the suppliers to the industry so RIMA-I can work on expanding the membership base. The introductory membership discount campaign remains in effect into 2021. SEO work continues on the RIMA-I website and ideas for various e-mail blasts and press releases were discussed.

**VERIFICATION** – This committee is in ongoing discussions with the Safety Equipment Institute (SEI) who works with ASTM International on their certification program. RIMA-I is considering turning over the program to SEI to manage in exchange for the incorporation of the ASTM logo on the verification logo and assistance through ASTM with marketing the program. RIMA-I will remain the lead decision maker with regard to any changes to the current program. The committee will meet later this month to review the SEI brochure created for the program and to make decisions on moving forward.
ADVANCED BUILDING CODE COALITION (ABCC) - ASHRAE activities within the 90.1 ESC have been monitored and reported on monthly by our consulting organization, The Hickman Group. There has been discussion focusing on "ventilated systems behind sheathing". We have a new ally in this arena, Canan D’Avela with the Concrete Products Group. Amanda and I have a phone meeting with Canan on September 10th. Dr. Yarbrough continues to monitor the ASHRAE TC4.04 committee activities. Phase one of the RTAR project is complete and the committee is waiting on the final report. A Code Committee Meeting will be scheduled for the latter half of September with the purpose of strategizing our ICC IBC Proposal for 2021 – basically all the heavy lifting is complete on this effort, it just requires a hard review and perhaps some fine tuning.

TECHNICAL - The Technical Committee met on May 6th with 11 attendees. As most of you are aware, face-to-face ASTM C16 meetings were cancelled this year. I note on the ASTM website the October C16 meeting is scheduled as a “Webex” Meeting. All ASTM documents have current dates, but there are several that are in process for some technical issues. The new FAQs document went into review, was critiqued and submitted for posting to the website. Additional topics touched on included product life cycle analysis, the AIA course, ICC Evaluation Services AC02 and ICC AC220, the ongoing ASHRAE RTAR in TC 4.04, ASTM C1224, Australasia, the ASTM Symposium (postponed) and Dr. Miller’s work on ASTM C1340.

**BUT WAIT THERE’S MORE . . .**

Membership Campaign Continues Through 2021

The value of RIMA-I membership is revealed time and again through all the hard work our members invest year after year. Your dedication and hard work are what has given this small organization and industry a presence and voice in arenas where reflectives could easily be overlooked. RIMA-I is always looking for ways to bring more members into the organization to help carry some of the load, and one way you could help is by sharing the discount membership campaign with others. Here is a brief promo you can use or pass along to give insight into this special membership offer:

Believe it or not, you can have an impact on the reflective products industry by getting involved with your industry trade association (i.e. RIMA International). The government also recognizes the importance of these non-profit working groups and, in turn, allows companies to write off membership fees as a tax-deductible business expense. RIMA International is also doing their part to encourage companies to get involved by offering a first-year membership of only $1,500. We are sure once you see all the work being done and get a taste of having your voice heard, you will too will become a life-long member of this dedicated organization.

You can find details on membership benefits at www.rimainternational.org or you can pick up the phone and call with your questions or to sign up today - 800/279-4123 (North America) or 785/424-7115. The association will hold their spring meeting in two weeks in Boston; and you are invited to be our guest. Our next meeting will be October 28-29 in Orlando, so if you can’t make Boston, mark Orlando on your calendar. There is strength in numbers; and together we can have a powerful impact on this industry. Next question - What are you waiting for? Join today! Together we WILL make a difference!

WWW.RIMAINTERNATIONAL.ORG

RIMA-I has been working with IT Services Group (also known as iTSGi) who provides SEO services for the association website. Continual updating is one of the things that keeps our website active within the search engines. Members have been asked to assist with this by assisting with a few things such as:

There are two types of testimonials we are looking for. One is a testimonial on membership – Why are you a member of RIMA-I? Would you recommend membership? What are some of the reasons you continue to support the organization?

The other type of testimonial is product related. Perhaps you have customers that have written you about their building project and how reflectives has impacted their job in a positive way. The association ran a Building of the Year contest in years past and there were several great projects shared at that time, so we’re hoping you can take a moment to share those with us again.

Another great option is to link the RIMA-I logo from your website to the association website. Members should all have the RIMA International logo on their websites, so a quick link to www.rimainternational.org is an easy way to
boost our visibility. If you don’t already have one, a high resolution .jpg of the logo is just a quick e-mail away. Request one now at rima@rima.net.

Although we don’t promote any one product over another, there have been opportunities to share member news that is not product specific. If you have some news that we can share, we invite you to send it in. We recently shared about reflectives used in the Statue of Liberty, that was very well received. Be creative, and think of RIMA-I when you see somethings news-worthy we can share.

As the world becomes more and more reliant on social media and technology to find information, you have to have a presence to survive. One great way for RIMA International to have a social presence is to provide some educational information on You Tube. We already have a You Tube Channel that we had originally established for Platinum members but we are now wanting to open this up so we can truly help people learn about reflectives and how to use them properly. If you have a video(s) that meets that criteria, we want to hear from you. It’s a win-win for everyone, so let’s work together to get a great collection of educational videos out to the world!

Are You LinkedIn?

In case you are not aware, RIMA-I has two groups on LinkedIn we use for discussions, press releases and other announcements. One group is the RIMA International group, and the other is a broader discussion group for Radiant Barrier & Reflective Insulation.

We’ve made it easy for you to find both groups as there are links to these groups right on the RIMA-I website (upper right-hand corner www.rimainternational.org ). Put your cursor over the icon (like the one shown on the above) and a drop down will appear providing you links to each group.

We encourage you to participate in these groups and let others know of them as well. RIMA-I has several industry-related groups we post announcements in; and we are always watching for new ones to join so send us your recommendations as well. The wider the reach the better!

Getting New Members:
Incentives Can Really Pay Off –

As previously mentioned, a new member incentive program has been established to give existing members a $1,000 credit for each new member that joins RIMA International. This can add up quickly and go a long way to defray some of the costs of annual RIMA-I membership.

We took a poll in Orlando and almost every member indicated they know one or more companies that qualified for RIMA-I membership, so this is a GREAT time to get your associates to join the organization. Not only will it give the new member a good year to learn about and get involved with RIMA-I and all the various projects underway, but it will also start earning you fees to either pay toward the next quarterly payment or stash away for renewal for next year.

If you need assistance talking with any prospective members, let us know as we are always happy to help. There is membership information on our website at www.rimainternational.org (see the ‘Join’ button in the upper right-hand corner) along with descriptions of the categories, testimonials and application forms. We all know we are much stronger the more we work together, so let’s make bringing in a new member one of your top goals for 2020!

Have You Met R&D Services, Inc.?

R&D Services, Inc. has been providing testing and consulting services to insulation manufacturers since 1994. They are an accredited third part test laboratory (ISO 17025) and inspection agency (ISO 17020) by the International Accreditation Service.
This accreditation qualifies R&D Services, Inc. to provide classification testing to satisfy ASTM specification and provide qualified inspection and follow-on testing required by organizations such as ICC-ES, CCMC and IAPMO. These qualifications and services can be viewed at [www.rdservices.com](http://www.rdservices.com).

R&D Services, Inc., is accredited for over 75 tests, including ASTM and CAN/ULC material specifications for reflective insulation, radiant barrier, IRCC, and many other insulation types. They also offer several non-accredited tests and have capabilities to set up unique testing applications based on client requests.

- Reflective Insulations
- Radiant Barriers
- IRCC Products
- HVAC Application
- Product Approvals
- R-Value Calculations
- Energy Star Approvals
- UV Exposure Testing
- Water Vapor Transmission
- Emissivity
- Hot Surface Testing
- Air Barrier Testing

**ICC Business Products – Discounts for Member’s Only**

This program offers members up to **50% discount** on manufacturer’s suggested list price on such products as computer supplies, printer sales and supplies, standard office supplies, printed forms, furniture and promotional products. There’s also a **2% rebate** at the end of the year, which can be taken as a check or credit onto your account. For more information on this special members-only program, contact Jess Ray at 800/547-2233.

**RIMA International** members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional benefits include:

- Upgraded rooms when available
- Free morning coffee and/or newspaper
- Complimentary continental breakfast at over 1,800 locations in the US
- Car rental discounts available
- Check cashing privileges with valid credit card companies
- Special corporate Toll-Free reservation number (800) 258-2847 and online reservations at [www.choicehotels.com](http://www.choicehotels.com)

*(Individual corporate travelers can also enroll in Choice Privileges, which has been voted the industry’s best frequent stay program. Travelers can earn miles at participating airlines or points redeemable for free stays.)*

RIMA-I members were sent Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!

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*For more information on RIMA International or any of the topics contained in this newsletter, visit our website at [www.rimainternational.org](http://www.rimainternational.org), call 800/279-4123 or e-mail at rima@rima.net.*